

HDIAC Success Story

Developing Concept of Operations for Survey Research www.hdiac.org

Customer:	National Geospatial-Intelligence Agency (NGA)
Challenge:	NGA is required to complete an annual customer service satisfaction survey, the results of which are reported to the Office of the Director of National Intelligence (ODNI) and the U.S. Congress for purposes of oversight. The objective of this inquiry was to provide NGA recommendations regarding methodology and to optimize success in administering the survey over all three networks (NIPR, SIPR, JWICS).
Approach:	HDIAC conducted analyses of interagency Concept of Operations (CONOPS) related to survey research and administration and then identified operational standards and gaps in methodology. HDIAC provided recommendations to NGA to improve survey accuracy by targeting interest groups in order to create a centralized survey approach within the ODNI community. HDIAC's analyses present best practices for NGA's survey research CONOPS, as well as recommendations for identifying specific interest groups.
Value:	This inquiry effort benefited NGA by optimizing the chances for success in administering the FY 2015 ODNI/NGA Customer Satisfaction Survey. It also increased capability to understand NGA customers' needs and requirements across all market segments. It will ultimately improve NGA products and services in support of the agency's national security mission.

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